

POPULATION TOTAL	1990 CENSUS	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
LOUISIANA	4,219,973	4,468,976	4,486,970	4,522,470
MEDIAN AGE (YRS)		34.0	34.7	35.4
SHREVEPORT, LA	376,330	392,302	392,764	393,801
MEDIAN AGE (YRS)		35.1	35.5	36.3
HISPANICS (ANY RACE)		7,191	7,711	8,608
STATE'S PERCENTAGE		1.83%	1.96%	2.19%

POPULATION BY RACE	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WHITE	234,232	232,111	230,376
MSA'S PERCENTAGE	59.71	59.17	58.72
MEDIAN AGE (YRS)	38.7	39.6	41.1
BLACK/AFRICAN-AMERICAN	146,686	148,509	149,818
MSA'S PERCENTAGE	37.39	37.86	38.19
MEDIAN AGE (YRS)	28.9	29.3	30.2
AMERICAN INDIAN/NATIVE	1,632	1,796	2,079
MSA'S PERCENTAGE	0.42	0.46	0.53
MEDIAN AGE (YRS)	35.6	35.8	35.6
ASIAN	3,046	3,278	3,681
MSA'S PERCENTAGE	0.78	0.84	0.94
MEDIAN AGE (YRS)	33.4	34.2	35.6
HAWAII/PACIFIC ISLANDER	173	179	200
MSA'S PERCENTAGE	0.04	0.05	0.05
MEDIAN AGE (YRS)	28.0	28.2	28.8
OTHER	2,138	2,377	2,745
MSA'S PERCENTAGE	0.54	0.61	0.70
MEDIAN AGE (YRS)	25.0	25.5	26.0

POPULATION BY LOCALITY	2003 ESTIMATED	2008 PROJECTED
URBAN	125,816	123,326
SUBURBAN	187,674	190,810
RURAL	79,274	79,665

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INCOME	2003 ESTIMATED	2008 PROJECTED	
HOUSEHOLD MEDIAN	\$36,675	-----	
PER CAPITA	\$19,866	-----	
EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
TOTAL EXPENDITURES	\$5,211,300,000	\$6,410,944,000	23.02%
FOOD AT HOME TOTAL	\$660,379,300	\$735,234,500	11.34%
FOOD AWAY FROM HOME TOTAL	\$518,510,000	\$634,718,800	22.41%
FOOD AS % OF TOTAL EXPENDITURES	22.62%	21.37%	-----
FOOD AT HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS (ALL TYPES)	\$145,240,600	\$162,856,600	12.13%
FISH & SEAFOOD PRODUCTS	\$12,618,200	\$14,030,500	11.19%
FRUITS & VEGETABLES	\$71,722,200	\$78,565,300	9.54%
DAIRY PRODUCTS	\$68,963,100	\$76,485,100	10.91%
BAKERY PRODUCTS	\$68,416,400	\$73,814,000	7.89%
CEREALS & PRODUCTS	\$35,938,900	\$40,795,300	13.51%
PREPARED FOODS	\$103,043,200	\$115,697,800	12.28%
JUICES	\$17,689,700	\$19,568,500	10.62%
FOOD AWAY FROM HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
BREAKFAST & BRUNCH	\$37,789,000	\$51,117,700	35.27%
FAST FOOD	\$18,901,500	\$24,748,500	30.93%
FULL SERVICE	\$18,887,500	\$26,369,100	39.61%
LUNCH	\$133,732,200	\$162,665,000	21.63%
FAST FOOD	\$87,706,900	\$103,892,900	18.45%
FULL SERVICE	\$46,025,300	\$58,772,100	27.70%
DINNER	\$183,920,000	\$229,854,300	24.98%
FAST FOOD	\$84,610,700	\$100,652,300	18.96%
FULL SERVICE	\$99,309,300	\$129,202,100	30.10%

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FOOD AT HOME EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS			
MEATS (ALL TYPES)	\$948	\$1,039	9.60%
POULTRY	\$273	\$300	9.89%
EGGS	\$46	\$49	6.52%
FISH & SEAFOOD			
FRESH	\$40	\$42	5.00%
FROZEN	\$27	\$31	14.81%
CANNED	\$15	\$16	6.67%
FRUITS / VEGETABLES			
FRESH	\$300	\$324	8.00%
CANNED	\$88	\$97	10.23%
FROZEN	\$58	\$59	1.72%
OTHER	\$22	\$21	-4.55%
DAIRY PRODUCTS			
FRESH MILK & CREAM	\$143	\$152	6.29%
CHEESE	\$114	\$118	3.51%
ICE CREAM	\$76	\$82	7.89%
BUTTER / MARGARINE	\$36	\$43	19.44%
BAKERY PRODUCTS			
BREAD & PRODUCTS	\$345	\$364	5.51%
COOKIES	\$66	\$69	4.55%
CRACKERS	\$36	\$37	2.78%
CEREALS & PRODUCTS			
CEREALS	\$130	\$138	6.15%
PASTA PRODUCTS	\$38	\$44	15.79%
FLOUR & MIXES	\$43	\$50	16.28%
RICE	\$24	\$28	16.67%
PREPARED FOODS			
SNACKS/CHIPS	\$109	\$126	15.60%
JUICES	\$116	\$125	7.76%
FROZEN/PREP. OTHER	\$81	\$94	16.05%
SOUPS	\$54	\$63	16.67%
SAUCES & GRAVIES	\$54	\$53	-1.85%
BABY FOOD	\$46	\$49	6.52%
FROZEN MEALS	\$38	\$43	13.16%
NUTS	\$29	\$31	6.90%
SALADS	\$21	\$25	19.05%

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